

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): David K Gifford  
Appl. No.: 09/711,511  
Conf. No.: 8013  
Filed: November 14, 2000  
Title: DIGITAL ACTIVE ADVERTISING  
Art Unit: 3623  
Examiner: Susanna M. Meinecke Diaz  
Docket No.: 115274-00015

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE PURSUANT TO 37 C.F.R. §1.116**

Sir:

The following amendments and remarks are pursuant to the Final Office Action dated June 22, 2006.

*OK to enter  
SID  
9/27/06*

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 5 of this paper.